

Media Kit Ad specs

 **travelpeople**



We truly love travelling

Travelpeople is part of Forward, **lastminute.com**'s media company.
We are a group of **marketing technologists** who help destinations
and travel operators in **accelerating tourism**.

OUR KEY SOLUTIONS

- **IAB Standard:** enrich your display campaign with audience targeting and select from various rich media options to deliver your message in a creative and memorable way.
- **Native ad integrations:** boost your engagement, where the look and feel of your ads blends in seamlessly with the rest of the content on our sites.
- **Email communication:** we offer various options to send your brand's message directly into the inbox of your selected audience group.
- **Social media:** is a great way to start a dialogue about your brand and products. Expand the reach of your campaign by retargeting our customers on Facebook with your message, or increase your potential customers base with state of the art lookalike technology.



IAB STANDARD

Format	Dimensions (W×H px)	Delivery formats	Available for	Website available	Category	Desktop	Tablet	Mobile	File size	File size Rich media	HTML5	Looping restriction	Animation restriction	Audio / Video accepted			
MPU	300x250	.gif .jpg HTML5 Rich media Redirect	Direct sales Programmatic	LM Bravofly Volagratis Rumbo Viajar Jetcost (LDB, Skyscraper, MPU only) HolidayIQ Inspire my holiday Prezzi benzina Snow-forecast.com Rough Guides Cityzeum	ROS	•	•	•	desktop: 60kb	Max Initial File Load Size 100KB	Zipped file only max allowed weight 150 KB	4 Max	desktop Yes 15 seconds Max; 18fps	Must be user initiated, polite download with audio muted.			
Half page Ad	300x600					•	•	•	mobile: 80kb								
Skyscraper	120x600					•	•		60kb								
Skyscraper	160x600					•	•		60kb								
Leaderboard	728x90					•	•		60kb								
Wide Leaderboard	970x90						Main pages	•	•						Max Polite File Load Size 150KB	mobile Yes 15 seconds Max; 24fps	Max Video Length: 30-sec
Masthead	970x250						Main pages only (No search results)	•	•				100kb				

SKIN

Format	Dimensions (W×H px)	Delivery formats	Available for	Website available	Category	Desktop	Tablet	Mobile	File size	File size Rich media	Looping restriction	Animation restriction	Audio / Video accepted
Middle transparent space (opacity 0): 820px PNG only													
Skin	1200x600	.png	Direct sales	lastminute.com	Homepage, City Breaks, Flights, Flight+Hotel Holidays, Theatre	•			200kb	n/a	n/a	n/a	n/a
Skin				Volagratis	Holidays, Homepage, City Breaks, Flights, Flight+Hotel	•			200kb				
Skin				Rumbo	Homepage, Flights, Self-catering, Hotel, Holidays, Packages, Lastminute	•			200kb				
Skin				Bravofly	Homepage, Flights, DP, Hotel, Holiday, Weekend, Train+Hotel, Circuits	•			200kb				
Skin				Viajar	Homepage, Flights, DP, Hotel, Holiday, Weekend, Lastsecond	•			200kb				
* Middle transparent space (opacity 0): 1218 px PNG only													
Skin	1618x1000	.png	Direct sales	SnowForecast	Resort Pages	•			200kb	n/a	n/a	n/a	n/a
** Middle transparent space (opacity 0): 958 px PNG only													
Skin	1558x1000	.png	Direct sales	SnowForecast	resort_hybrid Pages	•			200kb	n/a	n/a	n/a	n/a
Takeover		Leaderboard + Skin or Half page Ad + MPU											
Booking confirmation page		Desktop: 2 laterals 160x600/120x600/300x600 Tablet: 728x90 Mobile: 300x600 or 300x250											

RICH MEDIA

Format	Dimensions (W×H px)	Delivery formats	Available for	Desktop	Tablet	Mobile	File size	Looping restrictions	Animation restriction	Audio / video accepted	Expandable dimensions	Expandables approved for sections	Click in/out
Interscroller/ Parallax	300x600	.jpg .gif	Direct sales		•	•	Max Initial File Load Size 40KB	n/a	n/a	n/a	n/a	n/a	in
Swiper	300x250	HTML5			•	•							
3D Rotating Masthead	970x250	HTML5		•	•	•	Max Polite File Load Size 100KB	4 Max	Yes 15 seconds Max; 18fps	Yes must be user initiated, polite download with audio muted. Max video length: 30 seconds			
3D Rotating Cube	300x250	HTML5		•	•	•							
Spinner	300x250	HTML5		•	•	•							
Proximity targetings	320x480 300x250 300x50	HTML5			•	•							

NATIVE AD INTEGRATIONS

Format	Dimensions (W×H px)	Delivery formats	Available for	Website available	Desktop	Tablet	Mobile	File size	Main CTA	CTA
Merchandise (Native)	500x277	.jpg	Direct sales	LM, Rumbo, Volagratis	•		•		n/a	n/a
High impact image	1368x560				•		•		n/a	n/a
Background images	2000x618				•		•		n/a	n/a
Dynamic text	-				•				n/a	n/a
Branded header	2000x618			LM UK - excluding "Villas"	•			n/a	n/a	
Branded header	2000x618			Rumbo, Volagratis	•	•		n/a	n/a	
Hero Carousel banner	1920x415			LM, Rumbo, Volagratis, Bravofly	•	•		250kb	max 35 characters [spaces included]	max 18 characters [spaces included if clickable]
All formats produced by in-house Media Production										

EMAIL COMMUNICATIONS

Format	Dimensions (W×H px)	Delivery formats	Website available	Targeting	Desktop	Tablet	Mobile	File size
Standalone/ Solus - LM	<p>Subject Line: the recommended length for a complete view in all devices is max. 40 characters (spaces included)</p> <p>Preheader (recommended): max characters 40-50, spaces included</p> <p>Header: max characters 30-35 (spaces included)</p> <p>Subheader (recommended): max characters 50-55 (spaces included)</p> <p>Image: 680 x 370</p> <p>Body copy: the ideal outcome would be max. 300 characters, all in one paragraph</p> <p>CTA: max characters 10-15 (spaces included)</p>	Static .jpg, .png non-standard horizontal format	all brands	brand, audience segments	•	•	•	150kb
Confirmation email	650x180			per brand & category (flights or DP/hotel)	•	•	•	
Newsletter	300x250			per newsletter brand only	•	•	•	

SOCIAL MEDIA - Facebook + Instagram

Format	Dimensions (W×H px)	Image ratio	Desktop	Tablet	Mobile	Text	Headline	News feed description	notes
IMAGE									
FB Newsfeed	1080x1080	1,9:1	•	•		90 characters incl. spaces	25 characters incl. spaces	30 characters incl. spaces	Images that consist of more than 20% text may experience reduced delivery.
IG Newsfeed		-	•	•					
IG Stories	1080x1920	-			•	-	-	-	-
CAROUSEL									
FB Newsfeed	1080x1080	1:1	•	•		125 characters incl. spaces	25 characters incl. spaces	20 characters incl. spaces	Images that consist of more than 20% text may experience reduced delivery.
IG Newsfeed		-	•	•		90 characters incl. spaces	1-2 lines (depending on length)	-	-
IG Stories	1080x1920	-			•	-	-	-	-
VIDEO									
FB Newsfeed	Same ratio as video - image should less than 20% text included	9:16 to 16:9	125 characters incl. spaces	25 characters incl. spaces	30 characters incl. spaces	125 characters incl. spaces	25 characters incl. spaces	30 characters incl. spaces	Video thumbnail images that consist of more than 20% text may experience reduced delivery.
IG Newsfeed									
IG Stories	1080x1920, ensure key elements appear within a 1080x1420 title-safe area.	-			•	-	-	-	-

Additional information

We can ONLY ACCEPT 3rd creative tags / tracking from the ad technology providers mentioned in this list.

Please note that all calls made within the 3rd creative tag / tracking must come from ad technology providers included in this list.



Ad technology providers

Name					
Google	advolution.control	Booking.com	Dentsu Aegis Network	Fractional Media	Kantar
Aarki	affilinet	C3 Metrics	Digiseq	FUSIO BY S4M	Kochava
Adacado	Akamai	Cablato	DMA Institute	Gemius	LifeStreet
Adara Media	Amazon	Celtra	DoubleVerify	GfK	Liftoff
AdClear	Amobee	Centro	Dstillery	GP One	LiveRamp
ADEX	Analights	Cint	DTS	gskinner	Localsensor
Adform	AppLovin Corp.	Clinch	EASYmedia	Haensel AMS	LoopMe
Adikteev	AppNexus	Cloud Technologies	eBay	Havas Media France - DBi	Lotame
AdLedqe	Arrivalist	Cloudflare	ebuilders	hurra.com	Macromill group
Adloox	AudienceProject	Commanders Act	Effinity	IBM	MainADV
Adludio	Aunica	comScore	emetriq	Ignition One	Manage.com
AdMaxim	Avocet	Conversant/CJ Affiliate	Ensignten	Impact	Marketing Science Consulting Group, Inc.
Admedo	Batch Media	Crimtan	Essens	Index Exchange	MBR Targeting GmbH
Admetrics	BDSK Handels GmbH & Co. KG	Criteo	ESV	Infectious Media	MediaMath
Adobe Advertising Cloud	Beeswax	CUBED	Evidon	Innovid	Meetrics
AdRoll, Inc.	Betgenius	DataXu	Exactag	Integral Ad Science	MindTake Research
AdTriba	Bidswitch	Delta Projects	Exponential	intelliAd	Mobitrans
advanced STORE GmbH	Blismedia	Demandbase	Facebook	Interpublic Group	Mobpro
Adventori	Bombora	DENTSU	Flashtalking	Jivox	Moloco Ads

Ad technology providers

Name				
MSI-ACI	Oracle Data Cloud	RN SSI Group	Sovrn	Vimeo
Nano Interactive	OTTO	Roq.ad	Spotad	Virtual Minds
Navegg	PERMODO	RTB House	SpotX	Vodafone GmbH
Neodata Group	Pixalate	Rubicon Project	TabMo	Waystack
NEORY GmbH	Platform161	Salesforce DMP	Taboola	Weborama
Netflix	PMG	Scenestealer	TACTIC™ Real-Time Marketing	White Ops
Netquest	Protected Media	Scoota	Teads.TV	Widespace
Neuralone	Publicis Groupe	Seenthis	TEEMO	WPP
Neustar	PubMatic	Semasio GmbH	The Trade Desk	Yieldr
Nielsen	PulsePoint	SER	Tradedoubler	ZMS
Nordic Factory Solutions AB	Quantcast	Sift Media	Travel audience	
numberly	Rackspace	Simplifi	True Ultimate Standards Everywhere Inc.	
Oath	Rakuten Marketing	Sizmek	TreSensa	
Objective Partners	Refined Labs	Smaato	TripleLift	
Omnicom Media Group	Relav42	Smadex	TruEffect	
On Device Research	Remerge	Smart	Turbobytes	
OneTag	Resonate	Smartology	UDG	
OpenX Technologies	RevJet	Sociomantic	usemax (Emego GmbH)	
Optomaton	RhythmOne LLC	Sojern	Videology	



Thank you

